

NEW HAMPSHIRE STATE LIQUOR COMMISSION
DECEMBER 7, 2005
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Test Market Results (Codes #4205, #4206, #4207, & #3578)
 - 2) Line Extension Requests
 - a. Smirnoff Green Apple Twist, 375ML
 - b. Smirnoff Watermelon Twist, 1.75L
 - 3) Appeal (Code #3914, Stolichnaya Raspberry Vodka)
 - 4) January 2006 Sweepstakes
 - 5) February Special Offers:
 - a. 3 items – M.S. Walker, NH
 - b. 3 unmatched items – M.S. Walker, NH
 - c. 8 items – Perfecta Wine Company
 - d. 30 items – Executive Wine & Spirits
 - e. 22 items – Martignetti Companies of N.H.
 - f. 105 items – Horizon Beverage Company
 - g. 51 unmatched items – Southern Wine & Spirits of N.E.
- B. WINES:
 - 1) February 15% Wine Case Sale (Jan. 30, 2006 – Feb. 26, 2006)
 - 2) Store Tasting Request
 - 3) Purchase and Introductions:
 - a. Barefoot Cellars
 - b. 12 Spanish Wines
 - 4) Recommended Allocated Wines for Distribution to Selected Stores
(2 items)
 - 5) Primary Source Submissions:
 - a. 5 primary source; 9 exclusive agent; 19 imported)
 - b. 8 exclusive agent; 31 imported)

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- 6) Tabled Items:
 - a. Dom Perignon Pricing (11/30/05, Item B-2)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford